I. AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

- 1. (Currently Amended) An electrochemiluminescence cell comprising an electrode capable of inducing an electrochemiluminescence-active species to electrochemiluminesce, said electrode comprising a platinum alloy comprising:
- a first predetermined weight percent of platinum; and
 a second predetermined weight percent of an element other than platinum;
 wherein said first predetermined weight percent and said secondpredetermined weight percent are is greater than zero and wherein said secondpredetermined weight percent is from 5% to 50%.
- 2. (Currently Amended) The cell of claim 1, wherein said element is from the group comprising Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Rh and W.
- 3. (Original) The cell of claim 1, wherein said element is a transition element.
- 4. (Currently Amended) The cell of claim 2, wherein said second predetermined weight percent in the range 1% to 80% is from 10% to 30%.
- 5. (Original) The cell of claim 4, wherein at a pH in the range 6.5 to 8.0 at said electrode, tripropylamine is oxidized at a lower potential than water.
- 6. (Original) The cell of claim 5, wherein at 1.3 V (vs. Ag/AgCl) the current density at said electrode for the oxidation of tripropylamine is at least twice as large as the current density at said electrode for the oxidation of water.

- 7. (Currently Amended) The cell of claim 6 4 wherein said electrode is a counter electrode.
- 8. (Original) The cell of claim 6, wherein said electrode is a working electrode for generating electrochemiluminescence.
 - 9. (Original) The cell of claim 8, further comprisinga counter electrode andan optical detection window in optical registration with said working electrode.
 - (Original) The cell of claim 8, further comprising
 a counter electrode; and

a support, attached to said counter electrode, having a transparent portion in optical registration with said working electrode.

- 11. (Original) The cell of claim 10, wherein said counter electrode comprises at least one field extending element interposed between said transparent portion and said working electrode.
- 12. (Original) The cell of claim 11 wherein said working electrode is capable of inducing a ruthenium-*tris*-bipyridine moiety to electrochemiluminesce in the presence of tripropylamine.
- 13. (Original) The cell of claim 12, further comprising a magnet adjacent said working electrode to collect magnetizable particles thereon.
 - 14. (Original) The cell of claim 13, wherein said cell is a flow cell.
- 15. (Original) The cell of claim 14, further comprising a reference electrode.

- 16. (Original) The cell of claim 15, further comprising a light detector for detecting electrochemiluminescence generated in said cell.
- 17. (Original) The cell of claim 16, wherein said light detector is a photodiode.
- 18. (Original) The cell of claim 17, further comprising a source of electrical energy coupled to said electrodes.
- 19. (Original) The electrochemiluminescence cell of claim 18, wherein said source of electrical energy is a potentiostat.
- 20. (Original) An electrochemiluminescence cell comprising an electrode capable of inducing an electrochemiluminescence-active species to electrochemiluminesce, said electrode comprising rhodium or a rhodium alloy comprising:
- a first predetermined weight percent greater than zero of rhodium; and optionally, a second predetermined weight percent greater than zero of an element other than rhodium.
- 21. (Original) The cell of claim 20, wherein said element is from the group comprising Pt, Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, and W.
- 22. (Currently Amended) An electrochemiluminescence cell comprising an electrode capable of inducing an electrochemiluminescence-active species to electrochemiluminesce, said electrode comprising an iridium alloy comprising:
 - a first predetermined weight percent of iridium; and
 - a second predetermined weight percent of an element other than iridium;

wherein said first predetermined weight percent and said secondpredetermined weight percent are is greater than zero and wherein said second
predetermined weight percent is from 5% to 50%.

- 23. (Original) The cell of claim 22, wherein said element is from the group comprising Pt, Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Rh, and W.
- 24. (Currently Amended) An electrochemiluminescence cell comprising:
 a working electrode capable of inducing an electrochemiluminescence-active
 species to electrochemiluminesce:

a counter electrode comprising a platinum alloy, iridium, rhodium, a rhodiumalloy or an iridium alloy a material chosen from

(i) a platinum alloy, wherein the alloying material other than platinum is from 5% to 50% by weight and said alloying material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Rh and W;

(ii) rhodium

(iii) a rhodium alloy, wherein the alloying material other than rhodium is from 1% to 80% by weight and said alloyed material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Pt, and W; and

(iv) an iridium alloy, wherein the alloying material other than iridium is from 5% to 50% by weight and said alloyed material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Pt, Rh, and W; and

an optical detection window in optical registration with said working electrode.

25. (Currently Amended) An electrochemiluminescence cell comprising: a working electrode;

a counter electrode having a field extending element, wherein the counter electrode is not a mesh or screen; and

a support, optionally attached to said counter electrode, having a transparent portion in optical registration with said working electrode; and wherein said field extending element is interposed between said transparent portion and said working electrode.

- 26. (Original) The cell of claim 25, wherein said field extending element traverses said transparent portion.
- 27. (Original) The cell of claim 25, wherein said field extending element comprises a ladder electrode.
 - 28. (Canceled)
- 29. (Currently Amended) The cell of claim 28 25, wherein said field extending element reduces the electrochemiluminescence incident upon said transparent portion by less than 50%.
- 30. (Original) The cell of claim 29, wherein the current path aspect ratio is less than 2.5.
 - 31. (Original) An electrochemiluminescence assay apparatus comprising: a working electrode;
 - a counter electrode;
- a support, optionally attached to said counter electrode, having a transparent portion in optical registration with said working electrode;

a light detector in optical registration with said working electrode, said light detector being positioned closer to said counter electrode than said working electrode; and

a source of electrical energy, coupled to said electrodes, capable of maintaining said counter electrode at a constant potential or at a potential that does not vary relative to a potential of said light detector.

- 32. (Original) The apparatus of claim 31, wherein said source of electrical energy is a potentiostat.
- 33. (Original) The apparatus of claim 32, further comprising a magnet adjacent said working electrode to collect magnetizable particles thereon.
- 34. (Original) The apparatus of claim 33, wherein said apparatus comprises an electrochemiluminescence flow cell.
- 35. (Original) The apparatus of claim 34, further comprising a reference electrode.
- 36. (Original) The apparatus of claim 35, wherein said light detector is a photodiode.
- 37. (Currently Amended) A method of conducting an electrochemiluminescence assay comprising the step of inducing electrochemiluminescence at an electrode comprising a platinum alloy comprising:
 - a first predetermined weight percent of platinum; and
 - a second predetermined weight percent of an element other than platinum;

wherein said first predetermined weight percent and said secondpredetermined weight percent are is greater than zero and wherein said second
predetermined weight percent is from 5% to 50%.

- 38. (Original) The method of claim 37, wherein said element is from the group comprising Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Rh and W.
- 39. (Original) The method of claim 37, wherein said element is a transition element.
- 40. (Currently Amended) The method of claim 38, wherein said second predetermined weight percent is in the range 1% to 80% from 10% to 30%.
- 41. (Original) The method of claim 40 wherein said electrode is a counter electrode.
- 42. (Original) The method of claim 40, wherein said electrode is a working electrode for generating electrochemiluminescence.
 - 43. (Original) The method of claim 42, further comprising the steps of:
- a. forming a composition comprising an electrochemiluminescence label and an electrochemiluminescence coreactant;
 - b. positioning said composition at said electrode;
- c. applying electrical energy to said electrode to induce said electrochemiluminescence label to electrochemiluminesce; and
 - d. measuring an emitted electrochemiluminescence.
- 44. The method of claim 43, wherein said electrochemiluminescence label is an organometallic complex.

- 45. (Original) The method of claim 44, wherein said organometallic complex is a polypyridyl complex of Ru or Os.
- 46. (Original) The method of claim 44, wherein said organometallic complex comprises a ruthenium-*tris*-bipyridine moiety.
- 47. (Original) The method of claim 46, wherein said electrochemiluminescence coreactant is a molecule capable of being oxidized to produce a strong reductant.
- 48. (Original) The method of claim 47, wherein said electrochemiluminescence coreactant is a tertiary amine.
- 49. (Original) The method of claim 48, wherein said tertiary amine is tripropylamine.
- 50. (Original) The method of claim 49, further comprising the step of collecting a magnetizable particle on said working electrode.
- 51. (Original) The method of claim 50, wherein said electrochemiluminescence label is present on said magnetizable particle.
- 52. (Original) The method of claim 51, further comprising the step of cleaning said working electrode by applying electrical energy to said working electrode.
- 53. (Original) The method of claim 52, wherein electrochemiluminescence is induced within an electrochemiluminescence flow cell.
- 54. (Original) A method of conducting an electrochemiluminescence assay comprising the step of inducing electrochemiluminescence at an electrode comprising rhodium or a rhodium alloy comprising:

a first predetermined weight percent of rhodium; and optionally, a second predetermined weight percent of an element other than rhodium;

wherein said first predetermined weight percent and said second predetermined weight percent are greater than zero.

- 55. (Original) The method of claim 54, wherein said element is from the group comprising Pt, Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, and W.
- 56. (Currently Amended) A method of conducting an electrochemiluminescence assay comprising the step of inducing electrochemiluminescence at an electrode comprising an iridium alloy comprising: a first predetermined weight percent of iridium; and a second predetermined weight percent of an element other than iridium; wherein said first predetermined weight percent and said second predetermined weight percent are is greater than zero and wherein said second
- 57. (Original) The method of claim 56, wherein said element is from the group comprising Pt, Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Rh, and W.
 - 58. (Original) The method of claim 56, wherein said element is platinum.
- 59. (Currently Amended) A method of conducting an electrochemiluminescence assay comprising the steps of:

predetermined weight percent is from 5% to 50%.

- a. forming a composition comprising an electrochemiluminescence label and an electrochemiluminescence coreactant;
 - b. positioning said composition at a working electrode;

- c. applying electrical energy to said working electrode and a counter electrode to induce said electrochemiluminescence label to electrochemiluminesce;
 and
- d. measuring an emitted electrochemiluminescence; wherein said counter electrode comprises rhodium, iridium, a rhodium alloy, an iridium alloy or a platinum alloy a material chosen from
- (i) a platinum alloy, wherein the alloying material other than platinum is from 5% to 50% by weight and said alloying material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Rh and W;

(ii) rhodium

(iii) a rhodium alloy, wherein the alloying material other than rhodium is from 1% to 80% by weight and said alloyed material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Ir, Pt, and W; and

(iv) an iridium alloy, wherein the alloying material other than iridium is from 5% to 50% by weight and said alloyed material is chosen from Ni, Pd, Co, Fe, Ru, Os, Cr, Mo, Zn, Nb, Pt, Rh, and W.

- 60. (Currently Amended) A method of conducting an electrochemiluminescence assay comprising the steps of:
- a. forming a composition comprising an electrochemiluminescence label and an electrochemiluminescence coreactant in an electrochemiluminescence assay apparatus comprising:
 - a working electrode;
 - ii. a counter electrode having a field extending; element;

- iii. a support optionally adjacent to said counter electrode, having a transparent portion; and
 - iv. a light detector;

wherein said field extending element is interposed between said working electrode and said transparent portion; and wherein each of said light detector and said transparent portion are in optical registration with said working electrode;

- b. applying electrical energy to said working electrode and said counter electrode to induce said electrochemiluminescence label to electrochemiluminesce; and
 - c. measuring an emitted electrochemiluminescence.
- 61. (Original) A method of conducting an electrochemiluminescence assay comprising the steps of:
- a. forming a composition comprising an electrochemiluminescence label and an electrochemiluminescence coreactant in an electrochemiluminescence assay apparatus comprising:
 - i. a working electrode;
 - ii. a counter electrode; and
 - iii. a light detector;

wherein said counter electrode is positioned closer to said light detector than said working electrode is;

b. applying electrical energy to said working electrode and said counter electrode to induce said electrochemiluminescence label to electrochemiluminesce

while said counter electrode is at a constant potential or at a potential that does not vary relative to a potential of said light detector; and

c. measuring an emitted electrochemiluminescence.